

**ABSTRACT OF THE DISCLOSURE**

5           The passive media content access system includes a remote control having an  
electronic system that monitors the date, time, media type (e.g. cable vs. satellite vs.  
antenna), current channel that a user is currently viewing and other interactions with  
electronic devices. Whenever a setting change occurs within the home entertainment  
system, the electronic system immediately logs the date, time, current channel, and  
10 other relevant information for later uploading to a control station. During and after  
utilizing their home entertainment system, the user may then connect the electronic  
system to the Internet and upload the automatically logged information to the control  
station which compares the logged information with previously known programming  
information to allow for determination of the programming the user was watching or  
15 listening to. The control station determines what available information to the send to  
the user such as e-mail, websites, printed materials, software offers and other  
information related to the programming the user is potentially interested in. The  
control station may also customize the operation of the keypad by assigning specific  
functions/tasks to specific keys.